

Abstract

Title: Pilsner Urquell sponsorship of Czech ice hockey national team

The Objective of the Thesis: The goal of this thesis is to create a comprehensive proposal of partnership activities between Pilsner Urquell and the Czech national ice hockey team for the 2016/2017 season. The conclusions and recommendations of this thesis are based on a thorough analysis of the same partnership in the 2014/2015 season within the frame of ICE HOCKEY campaign.

Method: There were multiple methods of qualitative analysis used in the research section of the thesis. The relationship between both the sport association and Pilsner Urquell was analysed using a case study, document analysis and direct observation, with communication campaign as well. The data collection process was facilitated by a structured interview with the marketing department of both sides.

Results of the thesis: The outcome of this thesis is a comprehensive proposal of a PR campaign for the 2016/2017 ice hockey season. The proposal includes concrete communication measures and initiatives that establish the partnership between the Czech National Ice Hockey Team and the Pilsner Urquell company. All individual initiatives are described in terms of their mission in the context of the overall partnership, the steps required to their realization, and detailed cost estimates.

Key words: promotion, sponsorship, campaign, Public Relations, image